

SEM Case Study:

Diabetes & Medicare Supply Company

Summary

An online diabetes supply retailer wanted to increase organic visibility for a handful of vital target market keywords. Although they were doing fairly well for more specific terms like 'insulin pump', they were lacking in traffic for more general terms and felt there was the opportunity to increase traffic considerably.

Project Outline

Many times an SEO strategy starts with increasing rankings for lower-hanging-fruit – such as individual product or brand names. The client's needs were opposite of that, as they wanted to spike their traffic by achieving higher positions for the lowest common denominator.

Results

SpiderSplat honed in on the most competitive keywords in the marketplace and in three short months increased referral traffic by 25%. Making a fast difference for keywords at this level of competition was a company wide affirmation of SpiderSplat's abilities and methods. In addition:

- Product brand name rankings increased across the board
- General terms like 'diabetes supplies' shot from obscurity to prominence
- Comprehensive algorithmic product line coverage